

Application No.: 09/851,791
Amendment Dated: June 8, 2007
Reply to Office Action of: February 8, 2007

MTS-3257US

Remarks/Arguments:

Claims 1-4, 9, 11-39, 48, 49 and 51-74 are pending in the above-identified application. Claims 5-8, 10, 40-47 and 50 have been cancelled. Claims 1-4, 9, 11-27 and 29-39 have been withdrawn. Claims 28, 48, 49, 52-54 and 56-74 are rejected under 35 U.S.C. §103(a) as being unpatentable over Nakayama (Paper #20051019, US 6,339,774) in view of Petras (US 7,143,089, previously published as US 2001/0047290 cited in Paper #20060523).

Claim 28 sets forth:

condition input means of inputting conditions from the one user to the service provider represented by predetermined items and attribute values;

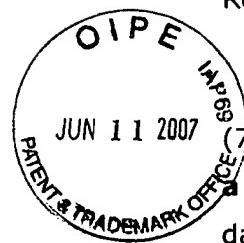
recommendation means of the service provider selecting and recommending contents of said plurality of contents to the one user coincident with or similar to said input conditions by said condition input means from said content database;

As recited in claim 28 a condition input means is used for inputting conditions from a user to a service provider. These inputted conditions are represented by predetermined **items** and **attribute values**. One example of items is "ingredients", and some examples of attribute values are "beef", "carrot" and "onions". Claim 28 goes on to define the service provider selecting and recommending contents from a database. These **recommended contents** are defined as coincident with or similar to the input conditions by the condition input means.

Claim 28 defines an output means for **outputting the recommended contents** ("*output means of outputting said recommended contents*"). On page 69, lines 1-3 of the specification, the output means is disclosed where recommended contents are outputted to a user based on the users contribution to a database. Furthermore, recommended contents, as recited in newly amended claims 28 and 48, are outputted as **rewards** to the user ("*recommended contents are outputted as rewards*"). In other words, the more content a user registers to the database, the more recommended contents (rewards) he will receive. Rewards are provided to the user as an incentive for registering more content.

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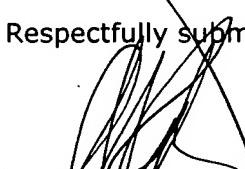


On page 6 of the Office Action, it is stated that column 19 lines 5-9 of **Petras** (7,143,089) disclose a system where users earn the rewards of **additional access to a database** based on their contributions to that database. Additional **access** to the database is an incentive to the user for contributing more content. Petras's system defines rewards as "*additional access to database content*" in contrast to our claims 28 and 48 which defines rewards as "*more recommended contents.*" Just because the user gets more access to the database does not mean he gets more recommended contents as defined in the Applicant's claims 28 and 48.

The combination of Nakayama and Petras still does not provide the "more recommended contents" as defined in claims 28 and 48 in the manner described above.

In view of the amendments and arguments set forth above, the above identified application is in the condition for allowance, which is respectfully requested.

Respectfully submitted,


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AR/bj

Dated: June 8, 2007

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The Commissioner for Patents is hereby authorized to charge payment to Deposit Account No. **18-0350** of any fees associated with this communication.

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

June 8, 2007


Beth Johnson

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